



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 5009725

Schedule Dates 10/01/21-10/04/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 654 McAuliffe Week 5 ADD (1624342)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/654
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments Separation: 30

Date Entered 09/30/21
Last Modified 09/30/21
Entered By Mark Afshar
CO-OP No
External # 11013852
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,168.75
Net Total \$51,956.25
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	33	\$61,125.00
Grand Total:	33	\$61,125.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/21-10/04/21	3	:30	5A- 6A (EST)		1							1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/30/21
2.0	Normal Line / SPOT	10/02/21-10/02/21	2	:30	9A- 10A (EST)							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA SAT 9-10A(Agency)-4Q21 (sell)	9/30/21
3.0	Normal Line / SPOT	10/02/21-10/02/21	3	:30	12P- 3:30P (EST)							2		2	\$1,000.00	\$2,000.00	Washington (WJLA)	Daypart WK COLLEGE FOOTBALL 12N(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE A	9/30/21
4.0	Normal Line / SPOT	10/02/21-10/02/21	3	:30	3:30P- 7:30P (EST)							2		2	\$1,500.00	\$3,000.00	Washington (WJLA)	Daypart WK COLLEGE FOOTBALL 330P(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE	9/30/21
5.0	Normal Line / SPOT	10/02/21-10/02/21	3	:30	785862- Jeopardy Wknd							1			\$900.00		Washington (WJLA)	Daypart WK JEOPARDY-WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	9/30/21
5.0.1	Closed Preempt	10/02/21															Washington (WJLA)	No Availability/Exception - CFB	

CONFIRMATION CONTRACT

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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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6.0	Normal Line / SPOT	10/02/21-10/02/21	3	:30	7:30P- 11P (EST)							2		2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart WK SATURDAY NIGHT FOOTBALL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/30/21
7.0	Normal Line / SPOT	10/02/21-10/02/21	10	:30	11P- 12A (EST)							2		2	\$250.00	\$500.00	Washington (WJLA)	Daypart WK ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/30/21
8.0	Normal Line / SPOT	10/03/21-10/03/21	3	:30	7:30A- 8A (EST)								2	2	\$100.00	\$200.00	Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	9/30/21
9.0	Normal Line / SPOT	10/03/21-10/03/21	2	:30	8A- 9A (EST)								2	2	\$450.00	\$900.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	9/30/21
10.0	Normal Line / SPOT	10/03/21-10/03/21	3	:30	9A- 10A (EST)								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/30/21

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11.0	Normal Line / SPOT	10/03/21-10/03/21	3	:30	7P- 8P (EST)								1	1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart PT AMERICA'S FUNNIEST HOME VIDEOS(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/30/21
12.0	Normal Line / SPOT	10/04/21-10/04/21	2	:30	6A- 7A (EST)		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/30/21
13.0	Normal Line / SPOT	10/03/21-10/03/21	3	:30	8P- 9P (EST)								1	1	\$3,000.00	\$3,000.00	Washington (WJLA)	Daypart PT CELEB WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	9/30/21
14.0	Normal Line / SPOT	10/03/21-10/03/21	3	:30	10P- 11P (EST)								1	1	\$1,500.00	\$1,500.00	Washington (WJLA)	Daypart PT THE ROOKIE(Agency)-4Q21 (sell)	9/30/21
15.0	Normal Line / SPOT	10/04/21-10/04/21	2	:30	7A- 8A (EST)		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/30/21

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16.0	Normal Line / SPOT	10/01/21-10/04/21	3	:30	7P- 7:30P (EST)		1				1			2	\$1,400.00	\$2,800.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/30/21
17.0	Normal Line / SPOT	10/01/21-10/04/21	3	:30	7:30P- 8P (EST)		1				1			2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/30/21
18.0	Normal Line / SPOT	10/04/21-10/04/21	3	:30	8P- 10P (EST)		2							2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT DANCING WITH THE STARS(Agency)-4Q21 (sell)	9/30/21
19.0	Normal Line / SPOT	10/04/21-10/04/21	3	:30	10P- 11P (EST)		2							2	\$1,500.00	\$3,000.00	Washington (WJLA)	Daypart PT THE GOOD DOCTOR(Agency)-4Q21 (sell)	9/30/21
20.0	Normal Line / SPOT	10/02/21-10/02/21	2	:30	7A- 8A (EST)							2		2	\$400.00	\$800.00	Washington (WJLA)	Daypart WK GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/30/21
21.0	Normal Line / SPOT	10/02/21-10/02/21	2	:30	8A- 9A (EST)							2		2	\$325.00	\$650.00	Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	9/30/21

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